

# Daily Herald

Big Picture . Local Focus

## Daily Herald

*Suburban Chicago's #1 Source of Jobs!*

Readership: 756,000 7-day cum. Readership  
Published 7 Days a Week

## DailyHerald.com

869,768 unique monthly users  
More than 8 million monthly page views

## Reflejos Bilingual Journal

*The Voice for Suburban Latinos*

100,000+ copies & published on Monday  
Exclusively suburban Chicago

## Beep

*Get Busy in the Burbs!*

30,000+ copies & Published on Wednesday  
Targeting readers ages 21 - 34

Recruitment Advertising appears online at:

**DailyHerald.com** **Yahoo.com**  
**BeepCentral.com** **Reflejos.com**

Street Address:

**155 E. Algonquin Road,  
Arlington Heights, IL 60005**

**Telephone: 847-806-4242**

**Fax: 847-427-1130**

**Email: [recruitads@dailyherald.com](mailto:recruitads@dailyherald.com)**

## Advertising Personnel:

Pete Rosengren, Recruitment Sales Manager  
847-427-4769 [prosengren@dailyherald.com](mailto:prosengren@dailyherald.com)

Auggie Kuhn, Traffic Coordinator  
847-427-4760 [recruitads@dailyherald.com](mailto:recruitads@dailyherald.com)

Jeff Kutler, Inside Sales Executive  
847-427-4773 [jkutler@dailyherald.com](mailto:jkutler@dailyherald.com)

Ling Low, Inside Sales Executive  
847-427-4770 [llow@dailyherald.com](mailto:llow@dailyherald.com)

Jackie Mattix, Inside Sales Executive  
847-427-4779 [jmattix@dailyherald.com](mailto:jmattix@dailyherald.com)

Karrie Bragg, Outside Sales Executive  
847-427-4656 [kbragg@dailyherald.com](mailto:kbragg@dailyherald.com)

Kelly Casalino, Interactive/Recruitment Director  
847-427-4305 [kcasalino@dailyherald.com](mailto:kcasalino@dailyherald.com)

## Commission and Cash Discount:

15% to recognized advertising agencies. No cash discount. Prepayment is required until credit is approved and extended for billing By the Accounting Department.

## Fairness & Accuracy:

Errors will be rectified by republication as deadlines permit. When republication is not an available option, credit shall be limited to the cost of the space occupied by the mistake. Under any circumstances, including omission, credit for a mistake shall not exceed the cost of the ad's first day of publication.

## Policy Statement:

All ads are subject to review. The Publisher reserves the right to edit, properly classify, decline (or cease publication of) any ad without comment or appeal.

## Mechanicals:

10 columns per broadsheet page  
1 column = 1.03" 2 columns = 2.254"  
Complete mechanicals furnished upon request.

## Closing Times:

**4:00 pm Friday for SUNDAY & MONDAY**  
**10:00 am the day prior for TUE thru SAT**  
Deadlines for display classified and ads requiring special make-up may be earlier.

## All ads are posted on TopJobs

TopJobs appears on Dailyherald.com content pages & serves as a vehicle to reach passive jobseekers

## Recruitment Ad Sorting:

Ads are alphabetically sorted by keyword. The first word of the ad must be one of the attached recognized keywords.

## AdDesk

Send display materials electronically to:  
**<http://ads.dailyherald.com>**

# New Recruitment Packages

## All packages include:

- ⇒ 7 Days on *Yahoo! Hot Jobs.com*
- ⇒ 7 Days on *DailyHerald.com*
- ⇒ 7 Days on *TopJobs* on *Dailyherald.com*
- ⇒ 7 Days on *BeepCentral.com* and *Reflejos.com*
- ⇒ **Target Candidate** Receive up to 10 additional candidates matching your hiring needs
- ⇒ **Instant Interviewer** Job-related information provided by jobseekers
- ⇒ **Response Manager™** tracking system to identify & organize ad response\*
  - \* Optional alternative email address provided
- ⇒ 1 Day in a relevant Non-Employment Section
  - Sports
  - Time Out
  - Suburban Living
  - Health & Fitness
  - Life & Entertainment
  - Neighbor

Lines	1 Day in Print	3 Days in Print (within 7 days)	7 Consecutive Days in Print
4	\$327	\$355	\$379
7	\$423	\$472	\$514
10	\$529	\$599	\$659
15	\$669	\$774	\$864
20	\$849	\$989	\$1,109
28 + *	\$1,081	\$1,277	\$1,445
Each Additional Line	\$22	\$29	\$35

\*Ads 28 lines and larger receive a 30 day posting on Yahoo Hotjobs.

## Big Ad Special

- Eighth Page:** Sun \$1,890 + Add 1 day \$945
- Quarter Page:** Sun \$3,190 + Add 1 day \$1595
- Half Page:** Sun \$5,290 + Add 1 day \$2,645
- Full Page:** Sun \$8,040 + Add 1 day \$4,020

## Other Rates and Charges:

- ⇒ Blind Box: \$90.00 (30-day service)
- ⇒ Yellow Highlighting: \$35
- ⇒ Bolding: \$10
- ⇒ Tearsheet: \$7
- ⇒ Aftercollege.com: \$35/\$50  
\$35 for liner, \$50 for display ad
- ⇒ Beep: \$1/ Line

# KEY WORDS

Keyword	ROP	Keyword	ROP	Keyword	ROP	Keyword	ROP
ACCOUNTING	Business	DATA ENTRY	NBR	JOURNALISM	Business	RECEPTIONIST	NBR
ACCOUNTS PAYABLE	Business	DELIVERY	DRV - Sports	LABORATORY	Business	RECREATION	Time Out
ACCOUNTS RECEIVABLE	Business	DENTAL	Health	LABORER OR LABOR	SK- Sports	RESEARCH	Business
ADMINISTRATIVE	NBR	DESIGNER	Time Out	LANDSCAPE	SK- Sports	RESTAURANT	Time Out
ADMINISTRATIVE ASSISTANT	NBR	DIETICIAN	Health	LAW ENFORCEMENT	SK- Sports	RETAIL	Time Out
ADVERTISING	Business	DISPATCHER	DRV - Sports	LEASING	Business	ROOFING	SK- Sports
AIR CONDITIONING	SK- Sports	DISTRIBUTION	DRV - Sports	LEGAL	Business	SAFETY	SK- Sports
AIRLINE	Time Out	DRAFTING	Business	LIBRARY	Business	SALES	Business
ANIMAL CARE	NBR	DRILLER	SK- Sports	LIFEGUARD	Time Out	SECRETARY	NBR
APPOINTMENT SETTERS	Business	DRIVER	DRV - Sports	LOGISTICS	DRV - Sports	SECURITY	SK- Sports
ARCHITECT	Business	EDITORIAL	Business	MACHINIST	SK- Sports	SERVICE MANAGER	SK- Sports
ARTIST	Time Out	EDUCATION	Business	MAIL ROOM	NBR	SHEET METAL	SK- Sports
ASSEMBLER	SK- Sports	ELECTRICIAN	SK- Sports	MAINTENANCE	SK- Sports	SHIPPING & RECEIVING	DRV - Sports
ATTORNEY	Business	ELECTRONICS	SK- Sports	MANAGEMENT	Business	SNOW PLOW	SK- Sports
AUDIO-VISUAL	Time Out	ENGINEERING	Business	MANUFACTURING	SK- Sports	SOCIAL SERVICES	Business
AUDITOR	Business	ENVIRONMENTAL	Business	MARKETING	Business	SURVEYOR	SK- Sports
AUTO	SK- Sports	ESTIMATOR	Business	MECHANIC	SK- Sports	SWITCHBOARD	NBR
AUTO SALES	Business	EXECUTIVE	Business	MEDIA	Business	TECHNICAL	SK- Sports
BAKERY	Time Out	EXPORT	Business	MERCHANDISING	Business	TECHNICIAN	SK- Sports
BANKING	Business	FACTORY	SK- Sports	MICROBIOLOGY	Business	TELECOMMUNICATIONS	SK- Sports
BARBER	NBR	FINANCE	Business	MODEL	Time Out	TELEMARKETING	Business
BARTENDER	Time Out	FINANCIAL	Business	MODEL MAKER	SK- Sports	TELEVISION	SK- Sports
BEAUTY	Time Out	FIREFIGHTER	SK- Sports	MOLD MAKER	SK- Sports	TOOL & DIE	SK- Sports
BELL RINGER	Time Out	FITNESS	Health	MORTGAGE	Business	TRANSCRIBER	NBR
BILLING	Business	FLORAL	Time Out	MOVER	SK- Sports	TRANSPORTATION	DRV - Sports
BIOLOGY	Business	FOOD SERVICE	Time Out	NAIL TECH	Time Out	TRAVEL	Time Out
BOOKKEEPING	Business	FOREMAN	SK- Sports	NEWSPAPER	Business	TRUCK DRIVER	DRV - Sports
BROKERAGE	Business	FORKLIFT	SK- Sports	OFFICE	NBR	TYPIST	NBR
BUYER	Business	FUND RAISING	Business	OFFICE MANAGER	NBR	UMPIRE	Time Out
CABINET MAKING	SK- Sports	GENERAL OFFICE	NBR	OPERATIONS	Business	VETERINARY	Health
CABLE TV	SK- Sports	GRAPHICS	Business	OPHTHALMOLOGY	Health	WAITSTAFF	Time Out
CALL CENTER	Business	GROUNDSCKEEPER	SK- Sports	OPTICAL	Health	WAREHOUSE	SK- Sports
CANVASSING	SK-Sports	HAIR STYLIST	Time Out	OPTOMETRY	Health	WELDER	SK- Sports
CARPENTRY	SK- Sports	HEALTH & FITNESS	Health	PAINTER	SK- Sports	WORD PROCESSING	NBR
CARPET	SK- Sports	HEALTH CARE	Health	PART-TIME	Part-Time	WRITER	Business
CASHIER	Time Out	HEATING	SK- Sports	PAYROLL	NBR		
CENSUS TAKERS	Business	HORTICULTURE	SK- Sports	PET CARE	SK- Sports		
CHEMISTRY	Business	HOSPITALITY	Time Out	PHARMACY	Health	<b>KEY</b>	
CLEANING	SK- Sports	HOTEL	Time Out	PHOTOGRAPHER	Time Out	Business	Wednesday, Business
CLERICAL	NBR	HUMAN RESOURCES	Business	PLASTICS	SK- Sports	SK - Sports (Skilled Trades)	Friday, Sports
COLLECTIONS	Business	HVAC	SK- Sports	PLUMBER	SK- Sports	NBR	Friday, Neighbor
COMPUTER/INFO SYST	Business	HYGIENTIST	Health	POLICE	SK- Sports	Health	Monday, Hlth & Fitness
CONSTRUCTION	SK- Sports	Import/Export	Business	PRESS OPERATOR	SK- Sports	Time Out	Friday, Time Out
COOK	Time Out	INSPECTOR	SK- Sports	PRINTING	SK- Sports	DRV - Sports (Driver)	Wednesday, Sports
COSMETOLOGY	Time Out	INSTALLER	SK- Sports	PRODUCTION	SK- Sports		
CREDIT	Business	INSURANCE	Business	PROOFREADER	NBR		
CUSTODIAL	SK- Sports	INTERIOR DESIGN	Time Out	PUBLIC RELATIONS	Business		
CUSTOMER SERVICE	NBR	INVENTORY	SK- Sports	PURCHASING	Business		
DANCE INSTRUCTOR	Time Out	JANITOR	SK- Sports	QUALITY CONTROL	SK- Sports		
DANCER	Time Out	JOB FAIR	Business	REAL ESTATE	Business		

# Acceptable Abbreviations

#	Number
1st, 2nd, 3rd, etc.	
All 50 states as they are abbreviated by the US Postal Service	All Caps i.e. IL vs. il
Am	Ante meridian
Ave.	Avenue
BA	Bachelor's of Arts
Blvd.	Boulevard
BS	Bachelor's of Science
CDL	Commercial Driver's License
Co.	Company
Dr.	Drive
E.	East
EEOC	Equal Employment Opportunity Commission
e-mail	Electronic Mail
EOE M/F/D/V	Equal Opportunity Employer Male/Female/Disabled/Veteran
Est.	Established
Etc	Et cetera
ext.	Extension
Fax	Facsimile
Fri	Friday
GED	General Education Development
HVAC	Heating, Ventilating, and Air Conditioning
inc.	Incorporated
Jan. Feb, Mar.	Months
K	\$50K = \$50,000
Mon	Monday
MS	Microsoft
N.	North
NW	Northwest
PC	Personal Computer
Pkwy.	Parkway
pm	Post meridian
Rd.	Road
S. South	
St.	Street
Ste.	Suite
Thurs	Thursday
Tues	Tuesday
W.	West
Wed	Wednesday
wpm	Words Per Minute